



BIKE SHARE

November 1 - November 30 2017 Report Tempe



GRID Bike Share is Operated By:



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SYSTEM SNAPSHOT

Table 1

Stations/Bikes	Full System	Tempe Only
Active Regular Stations	113	32
Active Virtual Stations	8	0
Active Bikes (averaged over the month)	792	N/A
Trips		
Total Trips	9,839	4,144
Trips Per Day (average)	325	138
Utilization Rate (trips per bike per day)	.42	.46
Active Members		
Total Membership	19,022	N/A
Monthly/Yearly Plans	953	N/A
Pay-As-You-Go & 7 Day Plan	17,952	N/A
Revenue		
Total Revenue	\$28,466	\$6,531.41
Maintenance/Customer Service Activity		
Total CS Cases Created	197	N/A

Due to current limitations in the Social Bicycles data tracking software, not all GRID system data can be split by city. Trip data for each city can be extrapolated by using data from trips started inside a specific system area (in this case the Tempe system area). Unfortunately membership and customer service data as well as some trip data are not linked to the location of a user's first sign-up or home system area at this time and therefore this city-specific data shows as N/A in this report.

Membership

New/Total Active Members (Full System)

Table 2

Membership Type	New Sign Ups	Total Active Members
Student	32	338
Monthly	57	341
Annual	0	197
Other	9	77
Pay As You Go	926	17,452
7 Day Pass	235	617
TOTAL	1,259	19,022

Trips

Cumulative Trips Per Day of the Week
November 2017 (Tempe Only)

Table 3

M	T	W	Th	F	Sa	Su
529	592	672	668	530	609	544

Trip Initiation Method (Tempe Only)

Table 4

Mobile	238
Keypad (manually entered)	3,794
Keypad RFID Card	106
Website	6

Table 5

	November (Full System)	YTD	Tempe Only	YTD
Total Trips Taken	9,839	65,358	4,144	18,447
Total Miles Ridden	23,029	115,878	8,188	34,522
Avg Trip Distance	2.5	1.5	2.0	1.9
Avg Trip Time	31:02	22:12	24:06	25:02
Avg Weekday Trips	319	191	136	94
Avg Weekend Day Trips	701	419	144	83
Holds	443	3,587	N/A	N/A
Ended out of Hub	1,639	1,639	1,002	2,257
Ended out of System Area	27	121	11	43

Determining the start area of a trip with a Hold is currently not possible due to limitations in the Social Bicycles tracking software. Therefore, the count of holds is only displayed as a part of the "full system".

Trip Stats by Member Type (Full System)

Table 6

Member Type	Nov. Trips	%	Trips YTD	% YTD
Pay-as-you-go	3,569	36%	26,019	40%
7 Day Pass	763	8%	4,893	7%
Annual	307	3%	4,599	7%
Monthly	1,233	13%	10,101	15%
Student	3,413	35%	17,694	27%
Other	554	6%	2,052	3%
TOTAL	9,839		65,358	

Trip Stats by Member Type (Tempe Only)

Table 7

Member Type	Nov. Trips	%	Trips YTD	% YTD
Pay-as-you-go	1,419	34%	6,366	35%
7 Day Pass	335	8%	1,594	9%
Annual	5	0%	180	1%
Monthly	336	8%	1,970	11%
Student	1,976	48%	8,128	44%
Other	73	2%	209	1%
TOTAL	4,144		18,447	

Saturday, November 11th was the highest day for regional ridership with a total of 424 trips taken. For trips originating in the Tempe service area, Saturday, November 25th was the top day for ridership with 190 trips taken.

Station Performance

Regional Station Performance

Table 8

Top 10 Origin/Destination Stations	Total In/Out	Bottom 10 Origin/Destination Stations	Total In/Out
T20 Tempe Center for the Arts	687	M113 2nd St. and Morris (Mesa Center for Higher Education)	2
T17 Tempe Beach Park	643	M120 8th St. and Mesa Dr. (Porter Park)	1
P106: 1st St / Washington St (Sponsored by SRP)	639	M121 2nd Ave. and Center	1
P127 Central Ave / Roosevelt St	554	M109 Main St / Horne	0
P124 3rd St / Taylor St	543	M110 2nd St / Hobson	0
P123 5th Ave / Fillmore St	536	M111 Broadway / Olive	0
P120 Central Ave / Taylor St (Sponsored by SRP)	477	M119 5th St. and Hibbert (Escobedo Park)	0
P110 Van Buren St & 1st Ave	437	M122 462 N. Drew St. (Drew Community Park)	0
P109 Adams St / 1st Ave	422	M123 1st Place and Date St.	0
T14 College Ave / University Dr	416	P151 3131 S. Central Ave (Audubon Center)	0

Tempe Station Performance

Trips started and ended at each station in the Tempe service area

Table 9

Station Name	Racks	In	Out	Total	Low [%]	Full [%]
T20 Tempe Center for the Arts	20	348	339	687	0	0.14
T17 Tempe Beach Park	25	327	316	643	0	0.05
T14 College Ave / University Dr	15	218	198	416	0	0.06
T16 Apache Blvd / Rural Rd	15	185	222	407	3.94	0
T27 McAllister Ave / Apache Blvd	25	186	203	389	0	4.61

T29 Tempe Town Lake Marina	10	153	151	304	0.56	0.41
T05 McClintock Dr / Apache Blvd	15	151	142	293	0.22	0
T11 University Dr / Mill Ave	20	152	139	291	0	0
T04 Apache Blvd / Dorsey Ln	10	142	147	289	2.04	11.54
T03 Rural Rd / Terrace Rd	11	155	114	269	0	4.22
T02 3rd St / Mill Ave	9	127	110	237	0	3.17
T15 8th St / Dorsey Ln	10	112	124	236	0.46	0
T18 Neil Giuliano Park	15	98	100	198	0	0
T28 Rio Salado Pkwy / Mill Ave	25	103	91	194	0.19	18.61
T13 College Ave / Apache Blvd	15	86	104	190	3.98	0
T24 Westside Center	10	99	91	190	0	7.12
T21 Forest Ave/ Lemon St. (Gammage)	20	81	104	185	0	0
T01 5th St / Forest Ave	20	87	94	181	0	0
T31 6th St / Mill Ave	15	91	86	177	0	2.56
T26 ASU Memorial Union	23	88	66	154	0	4.02
T25 University Dr / ASU Student Housing	25	60	76	136	0	0
T19 Kiwanis Park	10	65	61	126	0	0
T06 McClintock Dr / Rio Salado Pkwy	10	33	34	67	2.57	1.18
T30 Evelyn Hallman Park	9	26	25	51	0	0
T09 Washington St / Center Pkwy	9	24	23	47	0	0
T10 Washington St / Priest Dr	10	15	29	44	0	0
T08 Apache Blvd / Price Rd	10	18	25	43	0	0
T12 Rural Rd / Southern Ave	10	17	20	37	0	2.22
T22 Baseline Rd / Priest Dr	10	6	7	13	0	0
T32 North Tempe Multi Gen Center	10	5	6	11	0	0
T23 Escalante Center	10	5	5	10	0	0
T07 Smith-Martin / Apache Blvd	10	2	3	5	0	0

Environmental Impact

Table 10

	Full System	YTD	Tempe Only	YTD
Calories Burned	923,520	4,654,280	324,720	1,380,920
Carbon Offset	20,317.44 lbs	102,394.16 lbs	7,143.8 lbs	30,380.2 lbs

*Calorie calculation is based on a Wisconsin State Health Department study that assumes cyclists burn an average of 40 calories per mile.

*Carbon offset calculation is based on an EPA source that states automobiles emit an average of .88 lbs of CO₂ per mile and an assumption that the trip was taken in lieu of driving a car the same distance.

Maintenance & Rebalancing Operations

System-Wide Operations Data

Table 11

	System Wide	Tempe
Average number of bikes in service each day	792	N/A
Bikes inspected in field	2,863	1,713
Bicycles repaired	85	32
Average bike repair time	35 min	35 min
Bikes lost or stolen	0	0
Graffiti Cleaned	1	0

Out of Station Lock-Ups in Tempe

Of the 4,144 trips started in the Tempe system area in November, 1,002 were ended outside of a station. This is a new record for such trips in the Tempe area. Most out of station trips ended on the ASU campus. Some of the top out-of-station lock up areas off of the ASU campus were at Centerpoint on Mill, District on Apache apartment complex, Tempe Marketplace, and the Safeway Market complex at S Rural Rd. and E Broadway Rd.

Reported Repairs/Issues (Full System)

Table 12

	Type of Issue	November	YTD
1	Shifting/Pedaling	39	320
2	Other	40	606
3	Lock	19	98
4	Flat Tire	39	376
5	Keypad	18	118
6	Seat	0	74
7	Brakes	12	75
8	Lighting	4	32
9	Frame	4	59

Compared to the previous month there was a .35% decrease in repairs/issues reported by users via the bikes on-board keypad. In November, 1.79% of all trips resulted in a user submitted repair request.

Customer Service Reporting

The top customer service contact category for the GRID system in November was Operations.

Table 13

Reason For Contact	November Created Cases (Full System)	YTD
Member Inquiries	36	602
Billing	29	103
Account Management	25	306
Bike Issue	27	106
Charges	12	112
General Education	14	77
Operations	43	380
Sign Up	2	30
Hub Request	4	59
Partnerships	5	5
New Program Request	0	0
Total CS Cases Created	197	1,780

Customer Service Responsiveness (Full System)

Table 14

Time of call/email request	
Avg time to answer	60 seconds
Avg duration of call	5 min 15 Sec

Service Levels

Agreed Service Levels for Operations within the Tempe System Area

Table 15

	Performance Metric
System operations fully operational (%)	100%
All stations fully operational (%)	100%
Bicycles fully operational (%)	98%
Website fully operational (%)	100%
Backend servers fully operational (%)	100%
Avg response time this month (technical issues, breakdown)	30 minutes

Financial Summary

In November, the average revenue for the full system was \$34.97 per bike and \$2.80 per trip.

Table 16

Revenue Category	Full System	% of Total	Tempe Only
Membership Fees	\$13,849	36%	N/A (data only available for full system)
Ride Fees	\$15,358.38	40%	\$6,913.41
Out of Hub Fees	\$66.00	0%	\$70.00 (Combined Fees)
Out of System Area Fees	\$80.00	0%	
Rider Bonuses Given	\$887.00	2%	-\$452.00
Ad Revenue	\$8,500	22%	\$0
TOTAL	\$38,740		\$6,531.41

*Data has not been audited and is only to be used as an approximation of Gross Revenue

Marketing Summary

Social Media

Table 17

Social Media Outlet	Interactions
Facebook	6,704
Twitter	20,000
Instagram	3,502

Events

Table 18

Event Name	Date
RAGNAR	11/2,3,4
19 North Grand Opening (Phoenix)	11/3
Midtown Urban Living Tour (Phoenix)	11/4
SRP Sustainability Street Fair (Tempe)	11/7
Charles Schwab Cup (Phoenix)	11/10,11,12
Happy Hour at the Hub - Neil Giuliano Park Hub (Tempe)	11/14
Choice Neighborhoods Resident Conversation (Phoenix)	11/14
Choice Neighborhoods Resident Conversation (Phoenix)	11/16
Main Street Prototyping Festival (Mesa)	11/17,18
Happy Hour at the Hub - 1st Street and Washington Hub (Phoenix)	11/21

Weather

(Source: www.wunderground.com)

Table 19

Nov.	Trips	Temp. (°F)			Precip. (in)	Events
	Full Sys	high	low	avg	sum	
1	285	84	74	63	0	
2	310	82	73	64	0	
3	398	81	71	60	0	
4	421	82	75	68	T	
5	270	79	71	63	0	
6	324	83	71	59	0	
7	333	81	73	65	0	
8	369	83	74	64	0	
9	347	85	75	64	0	
10	285	86	74	61	0	
11	424	85	72	59	0	
12	288	86	72	58	0	
13	321	88	76	64	0	
14	334	87	74	60	0	
15	312	84	71	58	0	
16	334	86	73	60	0	
17	347	80	71	62	0	
18	362	79	68	56	0	
19	355	82	67	52	0	
20	316	79	67	54	0	
21	336	79	67	55	0	
22	328	88	72	55	0	
23	205	87	73	59	0	
24	316	86	72	58	0	
25	414	86	72	58	0	
26	272	89	73	57	0	
27	324	82	70	57	0	
28	311	74	64	53	0	
29	296	77	67	57	0	
30	302	76	69	62	0	